



# Seizing Opportunities: > From Zero to Hero

**Business** *transformation*  
after the pandemic

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# ▶ Once upon a time

Allow us to paint a picture for you: a world where businesses find the **golden balance between digital and offline marketing**, leading to unparalleled success. Sounds like a dream come true, right? The secret lies in your unique product offering that sets your business apart, making you as a distributor the local hero and saviour of customers in your market.

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The secret of your success lies in your **unique product offering** that sets your business apart, making you the local hero and saviour of customers in your market.

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But first... we take you back in time. To the early 21st century. You just bought your first mobile phone. Awe-struck, you admire the tiny screen, the keys and the ability to make calls anywhere, anytime. You feel like a **pioneer** in a new world. Fast forward to the present, and we are further away than ever from those simple mobile phones. Just think of how we start our days, with checking emails, social media and breaking news on our smartphones. Online meetings, digital files and complex software dominate our work. Free time filled with streaming, gaming and online shopping. A trend that only grew stronger and more persistent when an unprecedented **pandemic** struck our world like a true villain, bringing it to a standstill. **Digitalisation** became a **basic requirement** rather than a unique selling point. Definitely something to consider in your marketing strategy.







# ▶ Unmask the superhero in your business

Consider this: your business is like Batman - not flashy like Superman with his alien origin story or Wonder Woman with her divine powers, but resourceful and equipped with useful items and skills to save the day. Your tangible and customisable products are the Batmobile and Batarangs, giving you an edge in today's **competitive business** landscape.

But what if we told you there's an untapped superpower that many businesses overlook? A powerful force that can help you conquer the hearts and minds of your customers. That's right, we are talking about **offline marketing**.

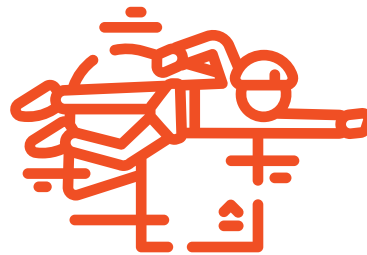
In a world obsessed with digitalisation, it's easy to forget the value of offline communication and **human interaction**. But fear not, we are here to reveal the secrets of a well-rounded marketing strategy, one that combines digital and offline approaches for **maximum impact**.

# ▶ Why is offline marketing your secret superpower?



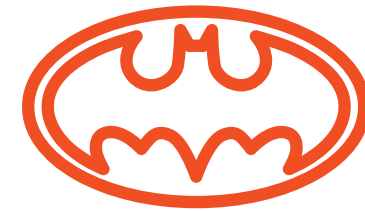
## 1. Personal targeting

Imagine walking down the street when a stranger calls out your name and hands you a beautifully wrapped gift tailored to your interests. You'd be intrigued, right? The same goes for your customers. By crafting **personalised messages** and **materials**, you foster a sense of **recognition** and **trust**, making them feel like they're part of an exclusive club – the Justice League of your brand, if you will.



## 2. Memorable experiences

Let's face it, we're all drowning in emails and digital ads. But when was the last time you received a handwritten note or a cleverly designed brochure? Exactly. Providing tangible materials helps your customers **easily reference information** about your products or services, without having to dig through their inbox like they're searching for the Bat-Signal in Gotham's cloudy night sky.



## 3. Lasting impact

Ever noticed how superhero movies tend to stick with us long after we've left the theater? That's because they leave a lasting impression. The same goes for offline marketing. By creating **memorable experiences**, you can ensure that your brand remains **top-of-mind**, just like Batman's iconic emblem across the city skyline.

# ▶ 3 examples of strong offline marketing

## Tomorrowland - transform your customers into brand ambassadors

Tomorrowland elevates the experience by delivering tickets as unique bracelets in **luxurious gift boxes**. This exclusive tangible element sparks festival-goers to share unboxing moments online, amplifying the event's promotion.

**Tip** Offer customers a sense of exclusivity and pride in being part of your community, then showcase their support. Empower them to become ambassadors for your brand.







### **Ben Sherman - Timing is everything**

During the 2010 New York Fashion Week, Ben Sherman strategically placed shirts outside their Soho store, sparking curiosity as people took them. The shirts read, "Nicked! From Ben Sherman Soho New York NY Fashion Week September 2010, But You Are Forgiven, Just This Once." Approximately 600 shirts were distributed, creating **buzz for the brand**.

[Ben Sherman Gets Nicked in New York - YouTube](#)



**Tip** Leverage timing in marketing campaigns by capitalising on relevant events or occasions to amplify their impact.



### Coca-Cola – Personalised connection

Coca-Cola's 'Share a Coke' campaign replaced the logo with popular names, captivating consumers. They targeted 250 common names per country, promoting the campaign with posters and point-of-display materials. People eagerly sought out their names and shared their **experiences**.

**Tip** Create a personal connection with customers by designing products or experiences specifically for them. This approach generates a quick and positive response.



# ▶ Building customer intimacy through tangible interactions

Just like Batman needs Robin, each business needs to prioritise the relationships with both potential AND existing customers.

To promote **customer intimacy**, it is important for your customers they get to know their customers and understand them on a deeper level than just their business needs. They have to show genuine interest in their successes, challenges and goals and offer personalised solutions that fit their unique situation. By being proactive and paying attention to the small details, they can make their customers feel that they truly matter to their business. Remember, every great superhero has a **personal connection** with their city, and they should too.

**How?** By incorporating **tangible interactions**. For example via regular events or workshops where people can meet each other and your customer's team. This gives them a chance to get to know their customers personally, gather their feedback and gain valuable insights. In addition, tangible items such as printed manuals, brochures, product samples, promotional materials or personalised gifts are an effective way to help their customers better understand and appreciate their products and services. These tangible elements are like a **permanent reminder** of their brand and the value they provide, even if they are not around.



# ▶ Creating a league of loyal brand ambassadors

The balance between digitalisation and human interactions is vital for relationships with customers and employees. Amidst the war for talent, focus on retaining talent by enhancing the 'employee experience' and considering how employees perceive their work environment.

The balance between **digitalisation** and **human interactions** is vital for relationships with customers and employees. Amidst the war for talent, focus on retaining talent by enhancing the '**employee experience**' and considering how employees perceive their work environment. unites the Justice League for a common cause.



# ▶ The ultimate power move: combining forces

Finally, to achieve true success and long-term growth, you must unite your forces – your unique product offering, customer intimacy, and employee satisfaction – and integrate digital and offline strategies. Picture it: your business soaring to new heights, fuelled by the power of **personal connections** and a **comprehensive approach** to marketing.

The time has come for you to don your cape and embark on this **incredible journey**. By combining these elements, you can conquer the business world and create a legacy of prosperity.



## On the lookout for a trusty ally to join forces with and make this happen?

Look no further! At **Peleman Industries** we know that prioritising **revenue models with recurring income** and providing **exceptional products and services** to your customers is crucial to your success.

With our unwavering commitment to **top-notch manufacturing and support**, we can be your reliable partner in making a difference. Let us help you seize **new business opportunities** and become a local hero in your own field of action.

Iron Man once said: “Heroes are made by the path they choose, not the powers they are graced with”. Well, let Peleman be your Iron Man, your compass towards and along the right path.



# Become part of our distributor network

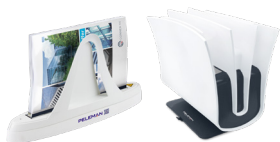
Looking for **new business opportunities**?

Love to provide your customers and clients with **high-quality products**?

Whether you want to build your own direct sales and network marketing business or expand your existing product portfolio in the area of binding, printing, presentation and photo solutions – a strategic distribution partnership with Peleman will support you to achieve your business goals and to take the advantage of a vast market potential.

## OUR PRODUCTS

### Printing & Binding



Everything for professional **custombound documents**

### Boxes



Create **branded boxes** that customers will love

### Photos



Products that bind **precious memories** such as photos to life

### Personalisation



Almost all our **products are customisable** thanks to our DIY tools or our services

## OUR OFFER



**High margins** with the guarantee of repeat business

**Niche/premium solution** fully protected by patents



**Proven formula** for building an efficient and high-performing team

Full product and business training with **ongoing support**



Your own dedicated **International Business Development Manager**

Being part of a **global brand** with a presence in over 120 countries



# Our business proposition

## EXCLUSIVITY

Sell Peleman products as our exclusive business partner.

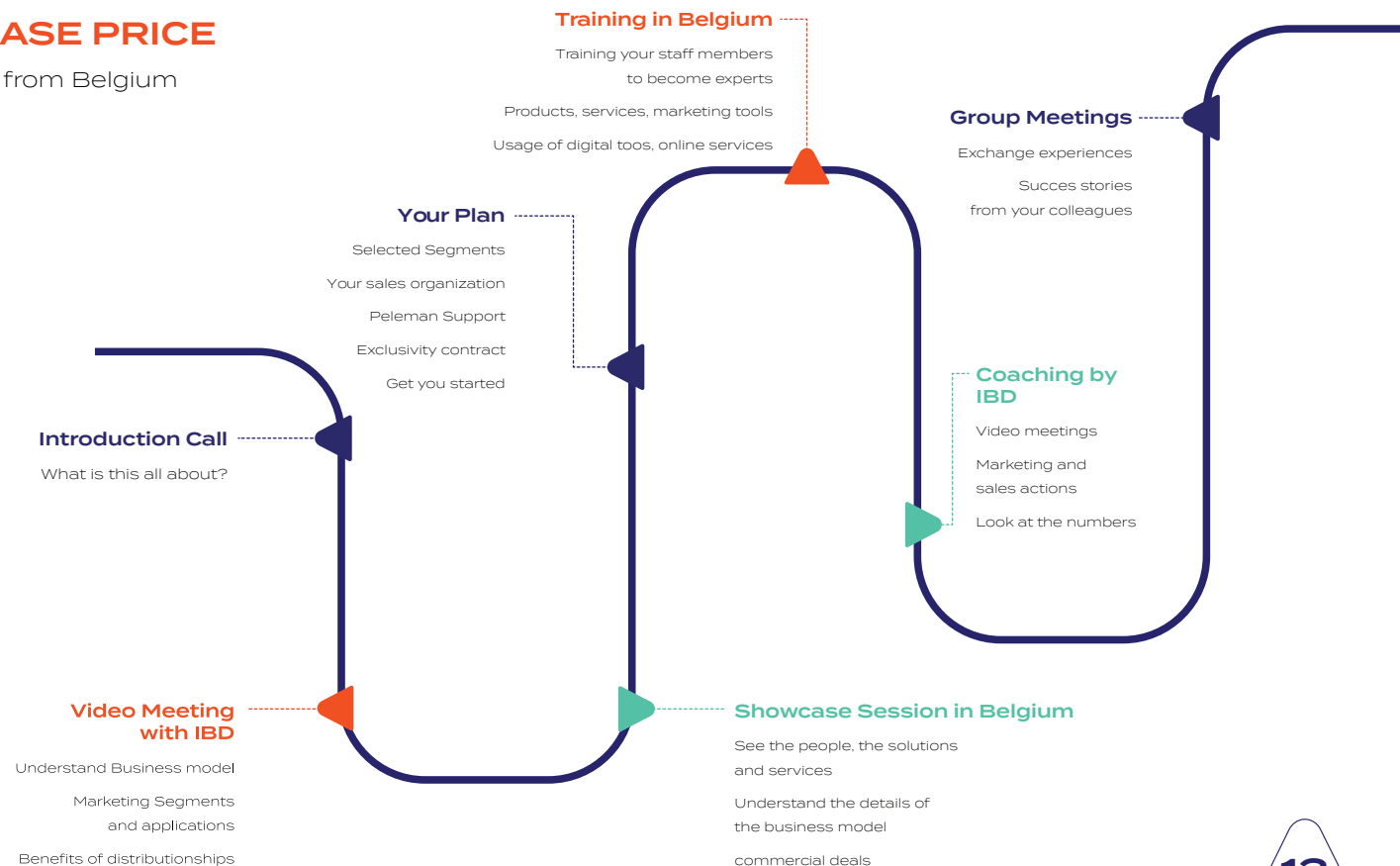
## EXTENSIVE TRAINING

A-day full product, sales and business model training for you and/or the person you appoint as responsible for selling Peleman products.

## PRODUCTS AT SPECIAL PURCHASE PRICE

We supply you with high-quality products directly from Belgium at a special purchase price.

## OUR APPROACH



Remember, even the greatest superheroes had their humble beginnings, and so do you. Embrace both digital and offline marketing strategies, and watch your business transform into the superhero it was meant to be.

**Good luck, and may the *force* be with you.**

**PELEMAN**  
Make it Tangible